



Abra LearningAction®

CUSTOMER

Trammell Crow Residential

CORPORATE PROFILE

Headquarters

Atlanta, Georgia

Type of Business

Multi-family real estate firm

Number of Locations

250 properties

Number of Employees

2,400

SYSTEM PROFILE

Abra LearningAction®

Trammell Crow Residential Meets Strategic Web-based Training Goals

America's premier multi-family real estate firm, Trammell Crow Residential (TCR) develops, constructs, acquires, and manages multi-family rental communities of the highest standards. Since its inception in 1977, TCR has developed more than 170,000 apartment units in most major markets across the U.S. It currently manages approximately 75,000 apartment units.

Widely regarded as the industry leader in the development, construction, and management of high-quality apartment assets, TCR believes its strength lies in its people. The company's heritage of employee growth, combined with its forward-looking vision, has continually helped it attract the best and brightest minds in the field.

Implementing Abra LearningAction

In early 2000, Tim Swango, TCR's executive vice president of human resources and information systems, implemented Best Software's Abra LearningAction to serve as a mandatory



sexual harassment training program for all of TCR's existing employees and new hires. A hosted e-learning solution, the product enables companies to provide training for a variety of HR topics, including workforce harassment and discrimination, the Family Medical Leave Act (FMLA), the American with Disabilities Act (ADA), privacy in the workplace, and insider trading. Abra LearningAction was TCR's first foray into the world of Web-based training.

"What impressed me most about Abra LearningAction was its use of cutting-edge technology to deliver a first-rate training presentation," said Swango. Along the way, the technology expertise of Abra LearningAction's staff paid off in other ways.

"We're a sizeable company, with employees in more than 200 locations

CHALLENGE

Find a new way to train dispersed workforce to further reduce compliance risk and expenses

SOLUTION

Abra LearningAction, a Web-based compliance training tool

RESULTS

- Flexible training that includes company-specific policies
- Interactive course design improves content retention
- Comprehensive reports increase training efficiency

"Our goal is to convey an effective, consistent message that can easily be tracked. It's also important that the employees be able to complete the training anytime and anywhere."

*Tim Swango
EVP, HR and Information Systems
Trammell Crow Residential*

across the country, and we didn't have a standardized PC setup," added Swango. Nonetheless, TCR's implementation and rollout of the training program was seamless. "We were up and running within two weeks, and the training program since then has gone extremely well."

Enjoying Benefits of Automated Chooser Technology

Swango is also impressed with Abra LearningAction's Automated Chooser Technology, which automatically gives trainees either animated or non-animated versions of each course, with or without sound, depending on the recipient PC's capabilities and Internet connection.

"The program's ability to adapt to a variable PC environment to give each employee the best possible presentation is very important," said Swango. "That's what really sold me on Abra LearningAction when I first saw it, and it's continued to be a benefit for us over the last few years."

He added, "I receive positive feedback [about the Abra LearningAction courses]

from around the country. Employees are saying, 'Why can't we do more training this way?' That was exactly the response I had hoped for."

Achieving Strategic Objectives

Swango is pleased with the results Abra LearningAction has helped him achieve. "We consider training on important HR issues, like sexual harassment, a business fundamental. Our goal is to convey an effective, consistent message through courses that can easily be tracked. It's also important that our employees be able to complete the training anytime and anywhere," he said.

The value TCR derives from Abra LearningAction goes beyond sexual harassment training. According to Swango, implementing successful Web-based programs, like e-learning, is a strategic objective for the company as a whole.

"Implementing Web-based training to cover business fundamentals allows our trainers to focus their time and energy on more strategic course topics."



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